

Schedule of Webcast Activities

Timing	Activity
6 wks	Identify topic and set date
6 wks	Secure speakers
4 wks	Notify internal organization and set a location for them to view webcast (so they don't take up your "slots")
4-6 wks	Reserve webcast service for event and a dry run session
4-6 wks	Make sure technical assistance is available for event date
4 wks	Marketing [announcement email blast (use electronic medium to advertise webcasts); determine target audience query; have registration system set up; have plan to handle group sites]
Ongoing	Monitor registration
3-4 wks	Prepare instructional materials (log in/call in information; helpful hints for using webcast service)
1-2 wks	Create evaluation form (ease of log-in, future topics)
1-2 wks	Obtain presentation from speaker(s)
2-3 days	Send instructions with a pdf (or link to pdf) of presentation – useful for participants to take notes
2-3 days	Prepare "loop" presentation – loops during 15-30 minutes prior to event – has instructions for participation during webcast (can't be used for log-in instructions because they're already logged in)
1-2 days	Conduct dry run
1 hour	On broadcast computer: open software needed during broadcast and close all unneeded software (including email and anything else that sends notifications)
After	Obtain actual attendance list
After	Send (or direct folks to) evaluation form
	How will attendees obtain a certificate of completion (watch costs with this; can be costly with a big event)
After	Respond to all unanswered questions

Suggestions:

- Have someone available to help speaker(s) with questions
- If doing several webcasts – keep a simple summary spreadsheet with event title, date, # of attendees, and any other pertinent information you may be asked for later.